

For YOUR Breakfast

Aren't you tired of breakfast foods? Then it's time to try Falcon Pancakes—their flavor will delight an epicure—a pleasant surprise of fluffy deliciousness. They're made in an instant of

Falcon Self-Rising Pancake Flour

—perfect combination of wheat, corn and rye—ideal addition to any meal—highly nutritious—easily digested.
Here's an Appetizer. Recipe for Falcon Pancakes—To two cups Falcon Self-Rising Pancake Flour add two cups of milk, one tablespoonful sugar or syrup, one egg; have griddle hot, and bake most after turning.
Don't miss this treat—ask your grocer for Falcon Self-Rising Pancake Flour.
Shannon & Mott Company
Makers of Falcon Pure Foods
Des Moines, Iowa

The Best Advertising Medium—

THE MCCOOK TRIBUNE

Winter Excursions Low Rates

WINTER TOURIST RATES:—Daily reduced rate excursions to California, Old Mexico, Southern and Cuban Resorts.

HOMESEEKERS' EXCURSIONS:—First and third Tuesdays of each month to many points west, south and southwest.

PERSONALLY CONDUCTED EXCURSION TO FLORIDA by Superintendent Public Instructions of Nebraska, Mr. J. L. McBrien, leaving Lincoln and Omaha December 19th. Write G. W. Bonnel, C. P. A., Lincoln, for itinerary.

GOVERNMENT IRRIGATED HOMESTEADS in the Big Horn Basin and Yellowstone Valley:—One of the last chances to secure good farms from the Government at low prices. Go with Mr. D. Clem Deaver on the next personally conducted excursion. He will help you secure one of these farms. No charge for his services. Excursions first and third Tuesdays.

Burlington
Route

D. F. HOSTETTER, Ticket Agent, McCook, Neb.
L. W. WAKELEY, G. P. A., Omaha.

Our Regular Prices Seem Bargain Counter Figures

But the Goods Are All
Fresh, Clean and New

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|--------------------------|--------------------------|
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| Typewriter Ribbons | Erasers, Paper Fasteners |
| Ink Pads, Paper Clips | Ink Stands |
| Brass Eyelets | Bankers' Ink and Fluid |
| Stenographers' Notebooks | Library Paste, Mucilage |
| Photo Mailers | Self Inking Stamp Pads |
| Memorandum Books | Rubber Bands |

These Are a Few Items
in Our Stationery Line

THE TRIBUNE

Stationery Department



AFRICA is a continent that is coming to receive more and more attention from the rest of the world, and President Roosevelt's proposed trip to the jungles of its interior to hunt wild animals has caused it to be especially prominent in the public eye at this time. Everybody who has ever been to Africa is telling what he knows about it, and every one who ever hunted bears with the president or has shared in his adventures on such expeditions is supposed to have something to do with his forthcoming hunt in the wilds of the dark continent. Naturalists and ethnologists are headed for Africa in the determination to add their quota to the store of scientific lore by researches there. The remarkable progress that has been made in an industrial way in certain parts of the continent is the subject of innumerable articles in newspapers and magazines, and in general there is an impression abroad that in this part of the world in the near future some of the greatest triumphs of civilization are to be witnessed.

Just at present there is a spirit of gaiety among the invaders of the dark continent. They are trying to show that nothing is impossible to the enterprise of the twentieth century, whether it is bagging the fiercest animals of the jungle for amusement venders in America, crossing the deserts in automobiles, harnessing the falls of the Zambezi, scaling the heights of the Ruwenzori or building the Cape to Cairo railway. Conquest of the continent and utilization of its great natural re-



INTERIOR OF A PARLOR CAR ON THE EAST AFRICAN USAMBARA LINE.

sources must be preceded, of course, by establishment of means of rapid communication. The "ship of the desert," the camel, must be succeeded by the iron horse, and the chug-chug of the motor vehicle must invade the fastnesses inhabited in the past by lions and tigers and elephants and hippopotami. Already conditions have greatly changed since the days of Livingstone and Stanley, and when President Roosevelt arrives on African soil he will find many conveniences and luxuries awaiting him in the borderland lying between the cities of the coast and the jungles of the interior. Indeed, it begins to look as if the African authorities and railway companies would make the expedition a sort of hunting trip de luxe if they have their way about the arrangements.

To mitigate the fatigue of travel in Uganda the administrators of the Uganda railway are building for the president's party a special train of luxurious observatory, sleeping, dining and reception cars. When he reaches the interior of British East Africa Mr. Roosevelt will camp out in one of the garden spots of the world. Civilization has now penetrated so far into the interior that even in close proximity to the territory where plenty of wild animals abound there are good hotels, excellent food and handy telegraph and cable stations. In German East Africa conditions are somewhat similar. The scenes at a railway station on the German East African Usambara line are different from those one would witness at a railway station in the United States, but suggest that the natives of the dark continent are rapidly accommodating themselves to twentieth century ways. Travel on a parlor car on this line presents scenes, too, that are not lacking in picturesque features. The military element is apt to be much in evidence, and the travelers enjoy wine and song, tobacco and cards as they move swiftly through the lands which were but lately the haunts of the wildest of beasts. One may now roll smoothly at forty miles an hour over country along which Mackay and Hannington toiled painfully but twenty years ago and where the latter fell a victim to the savage king of Uganda. One can travel in a week on commodious steamers down the river whose passage Stanley made only after many weary months. And there is now an ice factory at the place where Stanley found the heat so unendurable.

As for hunting in Africa, that is

fast becoming a very popular sport, even without the impetus which the proposed trip of the president will give it. One of the greatest of African hunters is F. C. Selous, the Englishman who has given Mr. Roosevelt much advice as to his trip. At the age of twenty Mr. Selous felt the call of the wild and started for Africa, and for about twenty years he spent his life hunting big game. He made his hunting profitable and in connection with it collected natural history specimens. Mr. Selous served as guide to the British South Africa company in the pioneer expedition to Mashonaland. He fought in the Matabele war and has published many books on Africa.

Even women have taken to hunting in Africa. Two Englishwomen, Agnes and Cecily Herbert, recently went into Somaliland. They wore men's clothes and shot one rhinoceros, many lions, leopards, hyenas and jackals and numbers of deer and antelope of various species.

Somaliland is a wild country beyond Abyssinia, to penetrate which requires special permits from the Abyssinian authorities. The two young women went in at the head of a caravan of forty-nine camels, six riding ponies and thirty-five Somalis, but with no white companion. They carried a small arsenal of express and repeating rifles.

Another noted African hunter is an American, William N. McMillan, formerly of St. Louis. It is said President Roosevelt will visit him in the course of his trip. He is a lover of wild places, wild creatures, wild men. A man of wealth, he goes seeking adventure through the African interior with such a caravan as Sheba took to see the glory of Solomon. Friend of Menelik, Abyssinia's king, sometimes resident of London, explorer beyond the Sudan, elephant hunter on the Blue Nile, lord of a manor upon the edge of the jungle in British East Africa, Mr. McMillan is an international figure.

The McMillan place is called Juba farm. It is near Nairobi. This part of the continent is about midway on the east coast of Africa. Here is perhaps the world's greatest big game hunting. On the plateau are the many and beautiful deer for which Africa is famous. In the jungle are the lion, the elephant and the giraffe. In the equatorial zones the hippopotamus disports, and along the lakes and streams is that ponderous quarry, the rhinoceros.

Indeed, as a poet, Arthur G. Burgoyne, put it in lines anent Kermit Roosevelt and the part he will play in his father's expedition as official photographer:

They'll traverse trackless forests where they're very sure to spy
Camelopards and buffaloes and big rhinoceri!

The old man's gun will bang away, the kodak it will click,
And thus the gallant sire and son will jointly turn a trick.

UNCLE JOE'S OPPONENT.

Henry C. Bell, Who Is Running Against Speaker Cannon For Congress.

There is much interest in the contest between Speaker Joseph G. Cannon of the house of representatives and his Democratic opponent in the Eighteenth Illinois district, Henry C. Bell. Mr. Cannon has been re-elected to congress with so little opposition in the past that he has almost had a walkover. Only once was he defeated, and that was in 1890, when he was opposed by Samuel T. Bussy. This year, on account of the opposition of Samuel Gompers of the American Federation



HENRY C. BELL.

of Labor and some other labor leaders to Mr. Cannon's re-election, the fight is closer than in the past. Mr. Bell lives at Marshall, Ill., and is a veteran of the civil war. He enlisted when a boy of fifteen and has a fighting record of which he is proud. He is making a very active canvass, and on account of Mr. Cannon's national prominence the contest has assumed more than a local importance.

ABOUT ADVERTISING—NO. 4

The Hen and the Doorknob

By Herbert Kaufman

Once upon a time there was a fool hen who sat on a china doorknob for three weeks expecting to get a family. The only thing she did get was experience.

The advertising field is full of "china doorknob propositions"—examples of merchants who expect good newspapers to hatch money out of bad egg business, or who put sound nest eggs under the wrong "advertising hen."

There are three principles to follow in an advertising campaign: First of all, find a business that will stand advertising; secondly, find the newspaper that will make the advertising pay; thirdly, give the newspaper time to pay.

You can't start in to breed dollars in less time than it takes to hatch them any more than you can pull a hen off the nest before she has had a chance to incubate. In both cases you simply waste what has been invested. If you stop too soon you will get a rotten egg instead of a chicken.

Advertise something out of which you may reasonably expect returns, and when you have found what to advertise, take care that you place your copy in a newspaper that can turn the trick. Don't delude yourself with a china doorknob, and don't confuse a "rooster newspaper," which spends its time cock-a-loruming, for a "hen newspaper" that is too busy hatching out dollars to strut about crowing.

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